

## CLAIMS

What is claimed is:

1        1. A method for fundraising comprising:  
2        *Sub A*        registering a fundraising entity with a service provider;  
3        displaying products for sale on a viewable medium hosted by the service  
4        provider;  
5                selling a displayed product to a customer, wherein the product sold is  
6                adapted to display a personal image selected by the customer, the personal image relating  
7                to the registered fundraising entity; and  
8                distributing, by the service provider, a portion of revenues from the  
9                product sold to the registered fundraising entity.

1        2. The method of claim 1 wherein before selling, the method further comprises:  
2                displaying a plurality of personal images relating to the registered  
3                fundraising entity on the viewable medium including the personal image selected by the  
4                customer.

1        3. The method of claim 2 wherein the viewable medium comprises a website  
2                hosted on a web sever and accessed by a computer via the Internet.

1        4. The method of claim 3 wherein registering comprises:  
2                receiving identification information for the fundraising entity;  
3                creating at least one photo album for the fundraising entity; and  
4                issuing an identifier for the created photo album to the fundraising entity  
5                for access to the created photo album.

1        5. The method of claim 4 further comprising:  
2                providing the issued identifier to potential customers.

1        6. The method of claim 1 wherein distributing the portion of revenues to the  
2                registered fundraising entity comprises:  
3                determining a purchased amount for the product sold displaying the  
4                personal image selected by the customer; and  
5                distributing a percentage of the purchased amount to the fundraising entity.

1       7. The method of claim 1 wherein distributing profits to the registered  
2       fundraising entity comprises:

3               determining a purchased amount for the product sold displaying the  
4       personal image selected by the customer;

5               deducting a predetermined percentage from the purchased amount;

6               distributing a percentage of the purchased amount less the deducted  
7       percentage to the fundraising entity; and

8               distributing the deducted percentage to a different entity.

1       8. The method of claim 7 wherein the different entity comprises an entity that  
2       referred the fundraising entity to register with the service provider.

1       9. The method of claim 7 wherein the different entity comprises a default charity.

1       10. A computer program product including machine-readable code stored in a  
2       distributed storage medium comprising:

3               code for facilitating registering a fundraising entity with a service provider;

4               code for generating viewable images of products for sale on a viewable

5       medium hosted by the service provider;

6               code for closing a sale to a customer to purchase a product adapted to  
7       display a personal image selected by the customer, wherein the personal image relates to  
8       the registered fundraising entity;

9               code for determining revenues from closed sales of products; and

10               code for allocating a portion of the determined revenues to the registered  
11       fundraising entity.

1       11. The computer program product of claim 10 further comprising:

2               code for displaying a plurality of provided personal images relating to the  
3       registered fundraising entity on the viewable medium; and

4               code for allowing the customer to select a personal image from the  
5       displayed plurality of provided personal images, to be displayed purchased products.

1       12. The computer program product of claim 10 wherein the code for allocating  
2       the portion of revenues comprises:

3 code for deducting a predetermined percentage of determined revenues  
4 from closed sales of products and allocating the predetermined percentage to a different  
5 entity; and

6 code for determining whether the registered fundraising entity was  
7 referred to the service provider by a referring fundraising entity.

1 13. The computer program product of claims 12 further comprising:

2 code that, when it is determined that the registered fundraising entity was  
3 referred, designates the referring registered fundraising entity as the different entity.

1 14. A method of hosting fundraising comprising:

2 providing a platform on which a host fundraising entity displays personal  
3 images;

4 offering a plurality of products for sale on which the displayed personal  
5 images may be incorporated; and

6 distributing to the host fundraising entity, a portion of revenues from  
7 products sold incorporating personal images from the host fundraising entity.

8 15. The method of claim 14 wherein the platform comprises a website hosted on  
9 a server computer.

1 *Subs* 16. The method of claim 15 further comprising:

2 registering a plurality of fundraising entities; and

3 providing incentives to a registered fundraising entity for referring  
4 additional fundraising entities to register.

1 17. The method of claim 16 further comprising:

2 distributing to a default charity, a portion of the revenues from products  
3 sold incorporating personal images from the platform.

1 18. A system for fundraising comprising:

2 means for registering a fundraising entity;

3 means for posting personal images selected by the registered fundraising  
4 entity;

5 means for viewing the posted personal images and selecting a desired  
6 personal image by a customer;

7 means for viewing and selecting products to display the desired personal  
8 image by the customer; and

9 ~~means for determining revenues to be distributed to the registered  
10 fundraising entity.~~

1 19. The system of claim 18 wherein the means for registering, posting, and  
2 viewing comprise respective pages of an application program interface hosted by a  
3 computer server accessible over a communications network.

1 20. The system of claim 19 wherein the means for determining revenues  
2 comprises a processor in the computer server executing machine readable code.

1 21. A method for fundraising comprising:

2 registering an entity with a service provider, the entity comprising one of a  
3 fundraising entity, or any individual or organization on behalf of the fundraising entity;

4 displaying a plurality of personal images relating to the registered entity,  
5 on a web site hosted by the service provider;

6 displaying products for sale on the web site hosted by the service provider;  
7 selling at least one displayed product to a customer, wherein each product  
8 sold is adapted to display an image selected by the customer from the plurality of  
9 personal images;

10 allocating revenues generated from the sale of products between the  
11 service provider and at least one of the registered entity and a different party other than  
12 the registered entity and the service provider; and

13 providing the registered entity access to reports of at least one of sales and  
14 viewing activity relating to the personal images relating to the registered entity.

1 22. The method of claim 21 wherein registering comprises:

2 receiving identification information of a registering entity;

3 creating at least one photo album for the registering entity; and

4 issuing an identifier to the registering entity to identify the created photo  
5 album.

1 23. The method of claim 22 further comprising:

2 providing the issued identifier to prospective viewers of the photo album  
3 for which such identifier has been issued.

1 *S.30A* 24. The method of claim 21 wherein allocating revenues comprises:

2                    deducting a royalty, using a predetermined royalty percentage, from the

3                    revenues generated from the sale of products attributed to the registered entity;

4                    distributing the royalty to a different entity other than the service provider

5                    and the registered entity;

6                    allocating the revenues less the royalty between the service provider and

7                    the registered entity; and

8                    distributing the allocated revenues.

2 25. The method of claim 24 wherein the royalty comprises a referral royalty and  
3 the different entity comprises a referring entity that referred the registered entity to the  
4 web site hosted by the service provider.

1            26. The method of claim 24 wherein the different entity comprises a default  
2 entity selected by the service provider.

2           27. The computer program product of claim 10 wherein the code for allocating a  
3 portion of the determined revenues comprises:

4 code for determining a referral royalty to be deducted and distributed to  
5 one of a referring fundraising entity and a default entity selected by the service provider;  
6 and

7 code for allocating the revenues less the referral royalty between the  
8 service provider and the registered fundraising entity. /

fundraising entity.